

Vashchynska I. Theoretical interpretation and the modeling of the concept "group loyalty"

The article presents the main approaches to the definition of "group loyalty" in socio-human sciences. On this basis the structure, levels, factors and fields of formation of group loyalties are distinguished, and the scale of their content is proposed.

We have found that group loyalty has a four-component structure that contains cognitive, affective, conative and behaviour elements. This means that full group loyalty will contain certain knowledge about one or another social group, emotions and evaluative judgments about it, expectations and action planning, as well as practices. The proposed above components we have conventionally included into two procedural spheres of human life - mental and behavioral. Based on this structure, we propose to distinguish two main approaches to the definition of group loyalties: the content of the first approach is to study loyalty as an attitude, and the second is to study this phenomenon as behavioral pattern.

Speaking about the factors of formation of group loyalties, they can be grouped into two clusters

- intentional and conventional. Intentional (psychological) factors are associated with personal intentions and motives. These include the following subtypes:

- intentional affective type (loyalty is constructed to satisfy the moral and psychological needs of the individual);

- intentional instrumental type (loyalty is constructed for personal advantage). Conventional (social) factors are given to the person by a certain social environment, they are formed collectively. These include the following subtypes:

- conventional traditional type (loyalty to a social group is formed rather as a tradition but not as a conscious necessity);

- conventional instrumental type (group loyalty is formed by persons through the intuitive construction of the scale of belonging to one or another social group, based on their own feelings, awareness and perception of status, preferences, norms, values and forces of the group).

Taking into account all of the above, we have constructed a conceptual scale of the content of phenomenon "group loyalty". Our main assumption is that group loyalty can have at the same time full loyalty to "we-group" and complete anti-loyalty in relation to "they-group". Under these circumstances, the average value of this scale is the absence of loyalty (the indifferent status).

Consequently, we propose to define group loyalty as a commitment to a social group characterized by recognition of similarity to members of a social group, by a feeling of positive emotions about it, by the social connections between its representatives and by their group behaviour.

Key words: group loyalty, hiifenizm, intensional factors, conventional factors, conceptual scale of group loyalty.